

EXECUTIVE DIRECTOR'S LETTER #9

March 6, 1952

The grindstone is moving slowly at Headquarters. The flurry of meetings of January and early February is over. So, there is a breather in that respect -- but certainly no breather as far as Tape Network operations are concerned.

I trust by now you have had a report on the meetings held at Purdue. These were, I believe, extremely stimulating and valuable. We will be drawing upon these considered opinions for many months to come. If you haven't received a copy of the report, please let me know and I will send you one.

The Urbana meeting of the Executive Committee was marked by harmony, diligence, and a completed agenda. You will be getting a complete report of this in the form of minutes from Burton Paulu soon. We did a great many detailed things, but the action which will affect you most immediately is a schedule of meeting proposals which were adopted.

The first of these meetings will come March 28, 29, and 30, at Norman, Okla. This will be the first, we hope, in a series of regional meetings aimed at strengthening the grass roots of NAEB. It is only logical that the director who spearheaded the creation of NAEB regions should be the first to hold such a meeting. There are only eleven active members and seven associates in Region 5. Most of them have not attended any of our conventions or past meetings. It is fertile ground that will be well cultivated. This will be a shake-down cruise. A report of the meeting will be extremely valuable in deciding whether we plan similar meetings in years to come.

The second meeting approved was on television. The Executive Director was given authority to work out the details of this with Dick Hull. Dick has been away from his desk for a week or ten days and hence I have nothing further to report. Certainly some sort of workshop seminar or just plain meeting can be arranged so that we may derive all possible benefits from the operation of our only educational television station.

The third meeting approved was an Allerton Type Seminar. The Executive Director was authorized to explore the possibility of holding this for music directors, script writers, and the like. This meeting is perhaps the unclearest in my mind of them all. We are exploring all the possibilities and will have a report to make to you at some later date.

The fourth meeting approved was an Allerton Type Seminar for school-station people. This, more than likely, will follow the pattern of the first Allerton Seminar of educational station operators and take up the basic aims and

responsibilities of school stations as well as spend considerable time at the "how-to-do-it level". Either meeting "three" or "four" will be held after July 1. There is insufficient money to hold both of them during the current budget year. It will not be a question of delay but rather which is the most appropriate meeting to be held at which time.

If you would like to add to the above list the other meetings which will undoubtedly be coming up, may I suggest the following:

- April 16-17 - NAEB Board meeting, Columbus, Ohio
- April 17-20 - IERT meeting at Columbus, Ohio
- April 17-20 - NAEA meeting in Houston, Texas
- April 21-26 - ACE-TV meeting, State College, Pa.
- May 2-3 - ACE annual meeting, Chicago, Ill.

It looks like a busy spring and summer.

The Executive Committee asked me to attend the American Education Association meeting in Washington, February 22 and 23. A family down with the flu, which is running rampant in the Midwest, prevented me from going. Frank Dunham represented us, and I have a fine report from him on the meeting. This meeting was held to form a "national council on adult education" which will attempt to correlate all of the activities that the various agencies concerned were carrying on. It will act as a clearing house. It, more than likely, will not initiate any programs of its own but undoubtedly will point out areas in which programs should be carried on. I agree with Frank Dunham that we undoubtedly should belong to this group - which is sponsored by - but different than - the AEA. The NAEB Board has gone on record as favoring joining AEA, and we are in the process of determining where we stand on that matter. There has been no formal action on the new joint effort. I understand that it would cost us nothing. However, I believe it is a matter which can be deferred for formal action to the April Board meeting.

I said that things here at the Tape Network are humming, and they are. We have been receiving remarkably fine acceptances of our new in-school package, although I am deeply chagrined that certain of our good old line AM members have refused this offering of top-level in-school shows. I am sure there must be a good reason, although I don't see it now.

To add to all the rest of the headaches with which Dick Rider and Roz Biason have been wrestling with is the problem of stations being off the air for varying lengths of time during the summer on a reduced hour basis. We all are sincerely hoping that this is the last time we will have to make up a Network log schedule. The answer to this lies in the tape duplicator, which I now believe is closer than ever before and which may very well be in operation in time to by-pass the next package. All of which may run into a real problem of tapes, but we will cross that bridge when we get to it.

We finally got off the Hull Biloxi speech and have sent it to Steetle for distribution. We also have received a corrected copy of the Lasswell Biloxi speech and will have it prepared on mimeo for distribution to you sometime next week.

We have perfected our card file system for members and will have it in operation soon. Along with that has come a change order form which you will be seeing from time to time and which should keep our membership lists current.

The new stationery for Headquarters and Network will be off the press soon and should start arriving at your bailiwick.

The News-Letter mast-heads have been revised and printed so that the News-Letter, with the combined February and March issue, will take on a new appearance.

We have perfected the revision of the new "application of membership forms" and are preparing to do a simple printing job on the Constitution and By-Laws (including the Paulu amendment).

We received our first response to the 5M flyers which have recently been sent out on the LA-TV booklet. We figure it will be necessary to sell 250 of these books at the \$5.00 price to make back our costs. We will appreciate any help you can give us.

I said tape was one of our problems and it is. We will need more tapes in order to switch from the package to the direct system. We also must solve the problem of how many masters do we store and how do we assure ourselves that they will be as good three years from now as they are today. We have explored these problems with nearly everyone and have not as yet come up with a good answer. We will keep working on it. One of the by-products of that exploration may be of value to you. 3M now has a new reel with a 2 3/4" hub as compared to the 1 3/4" hub on the old 7" reels. The new tape is slightly thinner so that with the new and enlarged hub, the 7" reel will still hold 1300 feet of tape. May I suggest that if you are planning to make any tape purchases in the near future that you insist on this new reel and tape. I think you will find it a considerable improvement.

I understand that we have received an additional grant on the FAE in the amount of \$3,000, which will enable us to print the New York and Chicago Monitoring Studies. Formal word on this should be coming soon.

We have been promised pictures of the big NAEB exhibit which was first shown at the UNESCO meeting in New York. When these are forthcoming, we will immediately offer the exhibit to all NAEB Tape Network stations. The deal will be that each university or school will have to handle all local expenses of the exhibit. This means setting it up, tearing it down, and paying the shipping expenses to the next point. This will be routed just as tapes are on the Network,

and great care will be exercised to see that shipping distances are not too great. If we can keep the jumps in the 200- to 300-mile bracket, shipping costs would not amount to more than \$25.00. Inasmuch as the exhibit will be set down by the Railway Express at the point of display and inasmuch as the display has been designed for ease of erection, dismantling, and packing, we feel that the local costs, if you do not have to pay for display space, will amount to \$25.00 or less. Hence, for \$50.00 or less, member stations can be assured of a beautiful exhibit which should do much to call attention to the fine programs offered on the Tape Network with particular emphasis on the new shows being done by the NAEB Adult Education Project. I hope you will all be able to use this fine exhibit.

Jim Miles

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